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EXAMINER

ART UNIT	PAPER NUMBER
2153	

022204
NIXON PEABODY, LLP
8180 GREENSBORO DRIVE
SUITE 800
MCLEAN VA 22102

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Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner of Patents and Trademarks

	Application No.	Applicant(s)
Office Action Summary	09/505,845	David Weisss
	Examiner	Art Unit
	Ho	2153

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE ___*three*___ MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136 (a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☐ Responsive to communication(s) filed on _____ .

2a) ☐ This action is **FINAL**.   2b) ☒ This action is non-final.

3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11; 453 O.G. 213.

Disposition of Claims

4) ☒ Claim(s) *1-26* _____ is/are pending in the application.

    4a) Of the above, claim(s) _____ is/are withdrawn from consideration.

5) ☐ Claim(s) _____ is/are allowed.

6) ☒ Claim(s) *1-26* _____ is/are rejected.

7) ☐ Claim(s) _____ is/are objected to.

8) ☐ Claims _____ are subject to restriction and/or election requirement.

Application Papers

9) ☐ The specification is objected to by the Examiner.

10) ☐ The drawing(s) filed on _____ is/are objected to by the Examiner.

11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved.

12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119

13) ☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

    a) ☐ All b) ☐ Some* c) ☐ None of:

      1. ☐ Certified copies of the priority documents have been received.

      2. ☐ Certified copies of the priority documents have been received in Application No. _____ .

      3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    *See the attached detailed Office action for a list of the certified copies not received.

14) ☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

Attachment(s)

15) ☒ Notice of References Cited (PTO-892)

16) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

17) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s). *2,3,4*

18) ☐ Interview Summary (PTO-413) Paper No(s). _____

19) ☐ Notice of Informal Patent Application (PTO-152)

20) ☐ Other:

Claim Rejections - 35 USC § 112

1.   Claim 13 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing

to particularly point out and distinctly claim the subject matter which applicant regards as the

invention.

Claim Rejections - 35 USC § 103

2.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness

rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in
> section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are
> such that the subject matter as a whole would have been obvious at the time the invention was made to a person
> having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the
> manner in which the invention was made.

3.   Claims 1-26 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hudetz et al.

(U.S.Patent No.6,199,048 B1) in view of Kito et al. (U.S.Patent No.5,946,464).

In the claim 1, Hudetz et al. discloses a system having a database that relates Uniform

Product Code ("UPC") numbers to Internet network addresses (or "URLs"); comprising:

♦   server computer system including a database and a server control program (see abstract,

figure 1, database (60), col.3, lines 25-35);

♦   a client computer system including a bridge control program and an input device adapted

to receive a bridge code associated with a tangible media object (see col.5, lines 30-34,

col.6, lines 10-15, col.7, lines 45-60, col.8, lines 30-35);

♦   a communication channel coupling server computer system and client computer system

(see col.5, lines 5-15, figure 1);

♦   whereby control program is operative to send a code entered through input device from

client computer system to server, and server control program is operative to query

database based on the code (see col.7, lines 1-60, col.8, lines 30-67).

However, Hudetz et al. does not disclose execute action commands contained in database

in correspondence to the code.

Kito et al. discloses an action request processing unit requests the associated server to do

an action associated with the extracted trigger; comprising;

♦   execute action commands contained in database in correspondence to the code (see

abstract, an action request processing unit requests the associated server to do an action

associated with the extracted trigger, see col.2, lines 42-50, 64-67, col.4, lines 62-65,

col.5, lines 35-40).

Given the teaching of Kito et al., it would have been obvious to one of ordinary skill in the

art at the time of the invention to modify the teaching of Hudetz et al. to execute action command

(trigger) contained in database in correspondence to the code because action commands can be

placed in the database to call up existing contents on the Web.

4.   In the claims 2, 15, Hudetz et al. discloses client computer comprises input device being

disposed in client device and the code being uploaded from client device (see col.7, lines 1-67,

col.8, lines 1-67).

5.   In the claims 3, 16, Kito et al. discloses commands comprise instructions for displaying a

Web page stored on one of server computer system or a separate content server coupled to

communications channel (see abstract, an action request processing unit requests the associated

server to do an action associated with the extracted trigger, see col.2, lines 42-50, 64-67, col.4,

lines 62-65, col.5, lines 35-40).

6.   In the claims 4, 17, Hudetz et al. discloses commands comprise instructions for downloading

data to client computer system from one of server computer system or another server coupled to

communication channel (see col.7, lines 1-67, col.8, lines 1-67, col.10, lines 50-67).

7.   In the claims 5, 18, Hudetz et al. discloses data comprises a computer media copy of an article

in the tangible media object (see col.6, lines 10-15).

8.   In the claims 6, 19, Hudetz et al. discloses data comprises a computer media coupon related

to products described in the tangible media object (see col.7, lines 1-67, col.8, lines 1-67, col.10,

lines 50-67).

9.   In the claims 7, 20, Hudetz et al. discloses data comprises a computer media copy of

information related to an article in the tangible media object (see col. 6, lines 10-15).

10.   In the claims 8, 21, Kito et al. discloses commands comprise instruction for displaying a

link related to the tangible media on client computer system (see abstract, an action request

processing unit requests the associated server to do an action associated with the extracted

trigger, see col.2, lines 42-50, 64-67, col.4, lines 62-65, col.5, lines 35-40).

11.   In the claims 9, 22, Hudetz et al. discloses the link is in the form of a Web page (see col.7,

lines 1-67, col.8, lines 1-67, col.6, lines 10-20).

12.   In the claims 10, 23, Hudetz et al. discloses the link is to vendor Web site for facilitating purchase of a product described in the tangible media object (see col.7, lines 1-67, col.8, lines 1-67, col.6, lines 10-20).

13.   In the claims 11, 24, Hudetz et al. discloses input device is a bar code reader adapted to read the code in the form of bar code (see col.5, lines 15-25).

14.   In the claims 12, 25, Hudetz et al. discloses communication channel is a computer network (see col. 5, lines 15-25, figure 1).

15.   In the claims 13, 26, Hudetz et al. discloses computer network is the Internet (see col.5, lines 15-25).

16.   In the claim 14, Hudetz et al. discloses a system having a database that relates Uniform Product Code ("UPC") numbers to Internet network addresses (or "URLs"); comprising:

♦   a data base of codes (see col.7, lines 1-67);

♦   inputing the code associated with a tangible media object into a client computer system (see col. 6, lines 10-25, col.8, lines 15-67);

♦   communicating the code from the client computer system to a server (see col.5, lines 5-15, figure 1);

♦   querying the database based on the code (see col.7, lines 1-67).

However, Hudetz et al. does not disclose executing action commands stored in the database in correspondence to the code.

Kito et al. discloses an action request processing unit requests the associated server to do an action associated with the extracted trigger; comprising;

♦ action commands corresponding to the codes (see abstract, an action request processing unit requests the associated server to do an action associated with the extracted trigger, see col.2, lines 42-50, 64-67, col.4, lines 62-65, col.5, lines 35-40);

♦ execute action commands contained in database in correspondence to the code (see abstract, an action request processing unit requests the associated server to do an action associated with the extracted trigger, see col.2, lines 42-50, 64-67, col.4, lines 62-65, col.5, lines 35-40).

Given the teaching of Kito et al., it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the teaching of Hudetz et al. to execute action command (trigger) contained in database in correspondence to the code because action commands can be placed in the database to call up existing contents on the Web.

Conclusion

17.   Any inquiry concerning this communication or earlier communications from the examiner

should be directed to Chuong Ho whose telephone number is (703)306-4529. The

examiner can normally be reached on Monday-Friday from 9am to 3pm.

18.   If attempt to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Burgess, Glenton, can be reached on (703)305-4792.

Any inquiry of a general nature or relating to the status of this application or proceeding

should be direct to the group receptionist whose telephone number is (703) 305-3900.

CH

Date 06-18-01

Dung C. Dinh
Primary Examiner